

Message Text

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FM AMCONSUL MELBOURNE

TO USDOC WASHDC

INFO SECSTATE WASHDC 2229

AMEMBASSY CANBERRA

UNCLAS MELBOURNE 0762

SUBJECT: REQUEST FOR BUSINESS INFORMATION

1. THE DIRECTOR OF A MAJOR MELBOURNE FURNITURE RETAILING ORGANIZATION HAS REQUESTED POST'S ASSISTANCE IN OBTAINING NAMES AND ADDRESSES OF AMERICAN COMPANIES SO THAT HE MAY ESTABLISH CONTACT DURING A FORTHCOMING VISIT TO THE UNITED STATES. THE AUSTRALIAN FIRM, A LONG ESTABLISHED COMPANY, IS IN THE PROCESS OF REVAMPING THEIR ENTIRE BUSINESS OPERATION, SELLING, WAREHOUSING, AND BASIC CONCEPTS FROM A TRADITIONAL, OLD FASHIONED SYSTEM TO THE MODERN PRACTICES USED IN THE UNITED STATES. THEY ALSO INTEND TO MOVE MOST OF THEIR STORES FROM THE INNER CITY TO THE OUTER SUBURBS.

2. THE DIRECTOR WISHES TO VISIT WHILE IN THE U.S. IN EARLY AUGUST THE FOLLOWING:

A) OFFICIALS OF THE FURNITURE AND MERCHANDISE MARTS IN CHICAGO TO ESTABLISH POTENTIAL SOURCES OF SUPPLY, PARTICULARLY IN THE MIDDLE LEVEL OF PRODUCTS SOLD IN FURNITURE STORES, I.E. FURNITURE, LAMPS ACCESSORIES.

B) VISIT, IN THE MOST APPROPRIATE LOCATIONS, THE TYPE OF RETAILING AS EXEMPLIFIED BY THE LEVITZ CHAIN (OR COMPARABLE OPERATIONS).

C) VISIT SPECIALISTS IN THE NEW CONCEPT OF FURNITURE WAREHOUSING AND DISCUSS WITH CONSULTANTS THE RAMIFICATIONS AND PROBLEMS INVOLVED IN LEARNING THIS NEW CONCEPT.

3. ALTHOUGH CONGEN HAS PUT THE DIRECTOR IN TOUCH WITH
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TWO AMERICAN CONSULTING ENGINEERS IN MELBOURNE, THE

NAME OR NAMES OF SPECIAL CONSULTANTS OR SPECIALTY FIRMS
IN THE U.S. WOULD BE WELCOMED.

4. CONGEN WOULD APPRECIATE RECEIVING NAMES, ADDRESSES
AND TELEPHONE NUMBERS OF OFFICIALS IN (A) ABOVE, AS WELL
AS THE SPECIFIC FIRMS AND CITIES THOUGHT TO BE THE BEST
EXAMPLES OF THE NEW CONCEPTS TO BE EXPLORED.
THE DIRECTOR WILL PLAN HIS ITINERARY AROUND THOSE
SELECTIONS; THEREFORE, A PROMPT REPLY WOULD BE
APPRECIATED SO THAT THIS INFORMATION MAY BE TRANSMITTED
TO HIM.
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